



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY**

(MMUST)

UNIVERSITY EXAMINATIONS

2021 / 2022 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER EXAMINATIONS

FOR THE DEGREE

OF

**BACHELOR OF SCIENCE INFORMATION TECHNOLOGY &
COMPUTER SCIENCE**

COURSE CODE: BIT 421 / BCS 421

**COURSE TITLE: INFORMATION TECHNOLOGY
ENTREPRENEURSHIP**

DATE: 19/04/2022

TIME: 8:00-10:00AM

INSTRUCTIONS TO CANDIDATES

Question ONE (1) in Section A is compulsory
Answer any other 2 questions from Section B

TIME: 2 Hours



MMUST observes ZERO tolerance to examination cheating

QUESTION 1 [COMPULSORY 30 MARKS]:

CASE STUDY

- a) What is networking and how is it important in today's economy? (4 Marks)
- b) Define the following;
- i. Business Opportunity (2 Marks)
 - ii. Franchise (2 Marks)
- c) Differentiate between the following forms of networks?
- i. Informal Networks (2 Marks)
 - ii. Formal Networks (2 Marks)
- d) Define the following;
- i. Business Opportunity (2 Marks)
 - ii. Franchise (2 Marks)
- e) Identify and briefly describe the four main motivations to Networking? (8 Marks)
- f) Identify the factors that contribute to the success of firms entering new industry? (6 Marks)

QUESTION 2: 20 MARKS

- a) Compare and contrast between the following legal forms of business entities (7 Marks)
- i. Sole proprietorship
 - ii. Partnership business
- b) Identify and discuss the major advantages that a limited liability have over partnership or sole proprietorship. (7 Marks)
- c) Identify some of the common sources of funding that an entrepreneur can exploit to raise capital for a new business venture. (6 Marks)

QUESTION 3: 20 MARKS

- a) Define the following;
- i. Invention (2 Marks)
 - ii. innovation (2 Marks)
- b) Identify **at least six** qualities of an entrepreneur, that are critical in making and individual succeed in entrepreneurial venture? (6 Marks)
- c) Entrepreneurs plays some critical roles to the economies of any given country. Identify and discuss the **five main** roles. (10 Marks)

QUESTION 4: 20 MARKS

- a) Differentiate between the following forms of business plans?
- i. Business Plan (2 Marks)
 - ii. Business Model Canvas (2 Marks)
- b) Business Model Canvas focusses more on value proposition. Define this term and hence identify the factors considered under it? (8 Marks)
- c) Define the following terms in the context of a business venture. (8 Marks)
- i. Social responsibility
 - ii. E-Commerce
 - iii. Globalization
 - iv. Trade fair

QUESTION 5: 20 MARKS

- a) Identify and state any six sources of business ideas? (6 Marks)
- b) Compare and contrast between “*brainstorming*” and “*focus group*” approaches used to generating entrepreneurial ideas? (8 Marks)
- c) How can an entrepreneur contribute to the social welfare of the community in which his/her business operates? (6 Marks)